

## MICHIGAN IS ROCK SOLID

**Note to teachers:** This supplement includes a discussion guide, lessons and Michigan Content Standards to use with the Michigan Time Traveler page. You may reproduce the pages in this supplement to use with students. Follow the Time Traveler link on the Michigan Historical Center's Teacher's Stuff page to the on-line version of this Teacher's Guide for an extra page that includes a music time line and on-line resources:  
<http://www.michiganhistory/museum/techstuff/>.

### DISCUSSION GUIDE

*(SOC.1.3. Analyze and Interpret the Past; SOC.1.1. Time and Chronology; ELA.3. Meaning and Communication in Context; ART.4.M. Arts in Context)*

- **75 Rock Stars Now Appearing in Concert!** Larry Hulst likes rock music and photography. How did he combine these two hobbies? This story and "Guitars that Rock the World" are about people who turned their hobbies into professions. Ask students what their hobbies are. Ask them to think about jobs or careers that might be linked to some of the hobbies. How long has Hulst been photographing rock concerts? What kinds of things do rock fans like to collect? What do you like to collect? What do you do with your collections? What makes collecting fun?
- **Michigan in Music.** What three Michigan cities are mentioned in songs by Journey, Simon and Garfunkel and Creedence Clearwater Revival? How do you feel when a singer mentions your town or state in a song?
- **Guitars that Rock the World.** What famous guitar was made in Michigan until the early 1980s? (Gibson) What was Orville Gibson's job? (shore-store clerk) What was his hobby? (whittling wood) What kinds of instruments did the company make before guitars became so popular? (mandolins, mando-basses, ukuleles, banjos) Whose movies helped make Gibson guitars popular? (Gene Autry) Where are Gibson guitars now made? (Nashville, TN) What Michigan company makes guitars today? Where? (Heritage Guitar, Inc., Kalamazoo)
- **Time Line.** Remind students that music has a history. Ask: Do you recognize any songs or musicians mentioned in the Time Line? What do you know about them? On what type of radio stations would you hear these songs today? (oldies-format stations) Ask students to name music styles that have been around for a long time, but probably wouldn't be heard on pop or rock stations in their original forms today. (classical, baroque, opera, bluegrass, folk, blues, big band, jazz, ragtime, country) Ask them to name and describe some new popular types of music. (new age, rap/hip hop, reggae/ska, electronica) See the All Music Guide (click on "Music Styles") for a more complete list of styles: <http://allmusic.com/>.

### ACTIVITY ONE: Time Line

*(SOC.1.3. Analyze and Interpret the Past; SOC.1.1. Time and Chronology)*

Cut an 8-12-foot length of paper from a roll (such as computer print-out, shelf liner or banquet table cover paper). Tack the paper up horizontally along one wall of the classroom. Print the dates and items from the Time Traveler's Time Line on the paper. Leave space between each item, with the largest amount of space left after the last item (1987). After discussing the Time Line (see above), ask students to add the title and date of the appearance of their favorite Michigan or other song from 1953 to today to the Time Line. Ask: Which of the songs you added might be important enough to appear in a history of music 25 or 50 years from now? Why? (For example, *Rappers Delight* by the Sugar Hill Gang (1979) as the first hip hop single to make the Top 40.)

## **ACTIVITY TWO: Music and Ethics**

*(SOC.VI.1. Identifying and Analyzing Issues; SOC.VII.1. Responsible Personal Conduct)*

During the 1980s rock stars became protective of their images as other people tried to make money from their fame. Since then most rock concerts do not permit cameras. Fans who sneak pictures can have their film and/or camera confiscated. Even Larry Hulst, now a professional photographer, admits to sneaking his equipment into some concerts because he wanted candid photos. Discuss: Should musicians and other celebrities have the right to protect themselves from being photographed by persons who might sell or print their pictures without their permission?

As use of the Internet became popular, some people began putting songs on Web sites. Others, who had not paid for the CD or tape, saved these songs to play via their computers, CDs or MP3 players. Napster, a Web site for downloading and swapping music, was the focus of many newspaper stories. Discuss: Is sharing music without paying for it ethical? Who is hurt by this practice? Who benefits? Compare taking music that does not belong to you to taking a bicycle that does not belong to you. What happened in the Napster incident? (In March 2002, a federal appeals court upheld a lower court order that shut down Napster Inc.'s free song-sharing service.) Find a recent newspaper article about the Web music-sharing controversy.

## **ACTIVITY THREE: Products Have Life Cycles**

*(SOC.IV.4. Economic Systems; ART.2.VA. Creating)*

**Part I.** Use the story of Gibson guitar as a case study to show how supply and demand help determine what is produced and distributed in the American economy. Discuss the instruments Gibson produced at various times in its history. How did the demand for instruments change as music interests or fads changed? What influence did the popularity of Hawaiian music and flapper-era music have upon consumer interest in musical instruments during the 1920s and 1930s? What created an increased demand for guitars? Ask students to imagine a new musical instrument for the 21<sup>st</sup> century. Have them prepare a poster with a drawing of the instrument, including a description and an advertisement for its uses.

**Part II.** Product life cycles reflect supply and demand. When a new product enters the market, a few interested people see a need for it and buy it. If it catches on—as the guitar did in the 1930s—it reaches a “mature” stage. Then, as interest falls—such as when people became interested in the “big band” music of the forties—less products sell and it goes into decline. The decline may reverse with new interest from the buying public. This happened with the acoustic guitar when folk music became popular during the 1960s. Also, innovations may improve the original product or create a new product—such as the electric guitar—which then develops a life cycle of its own. Copy the Product Life Cycle curve (page three) for students. Ask them to select a musical instrument or other product, research its history and chart the years of its adoption, growth and decline on the chart. Discuss: How would you see the instrument you created in Part One of this activity progress through its life cycle? How might you change advertising strategies to promote sales during each of the different phases of the cycle? (Note: The withdrawal phase will not necessarily occur if there is a strong niche market.)

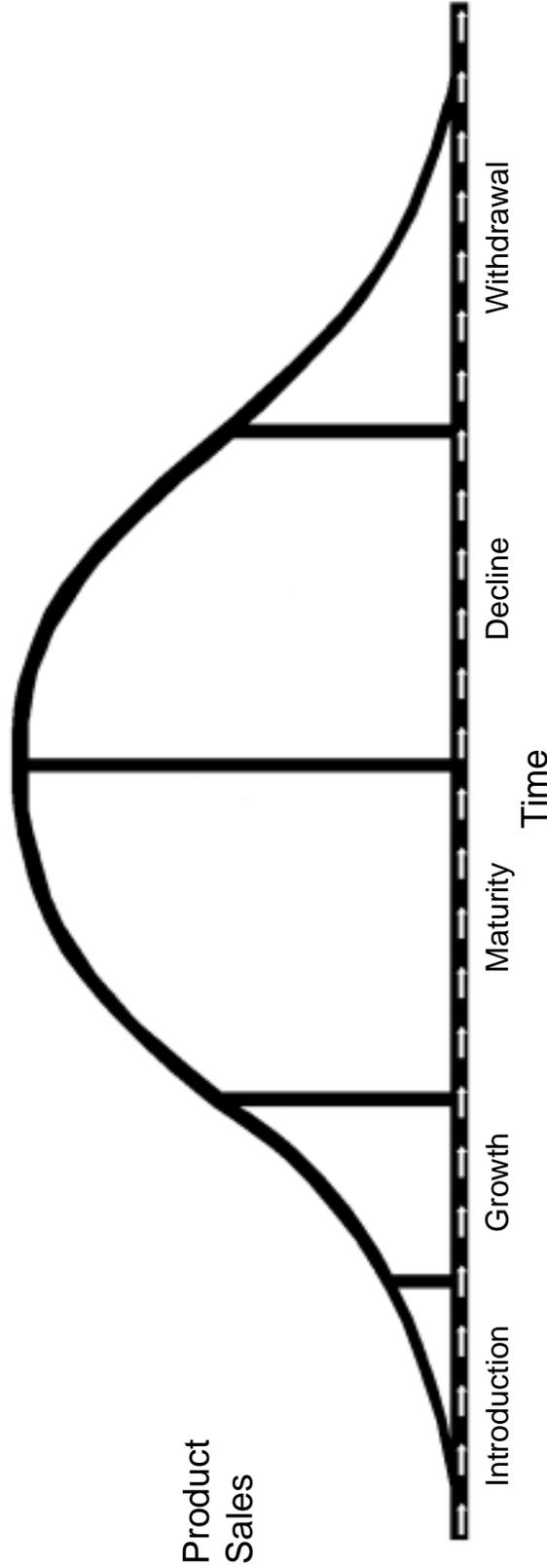
## **ACTIVITY FOUR: A Michigan Song**

*(SOC.I.3. Analyze and Interpret the Past; ELA.3. Meaning and Communication in Context; ART.4.M..Arts in context; ART.4.M. Creating)*

Page four presents two versions of “Michigan, My Michigan,” which has long been Michigan’s unofficial state song. The 1862 lyrics were written during the Civil War. The author of the 1902 lyrics wanted to present a theme more suitable for peacetime. Discuss how each song reflects its time. Ask students to write new lyrics that reflect current times. Set them to music using either the “O Tannenbaum” melody, a new melody or as a rap.

# Product Life Cycle

My Product: \_\_\_\_\_



When? \_\_\_\_\_

## DEFINITIONS

### Introduction

A company sells a new product. If consumers see a need for it, this phase can be very short. If consumers do not see a need, or if using it means they must change the way they do things, the introduction phase might last a long time.

### Growth

Consumers—in growing numbers—adopt the product, buy and use it. More companies manufacture it, resulting in competition.

### Maturity

Most of the people who wanted the new product now have it. Unless it is something buyers collect or want to own many of—baseball hats or t-shirts, for example—purchases tend to be only for replacements as it wears out or breaks.

### Decline

Fewer persons replace the product because newer, better models are available, or they see less need for it (such as mandolins when guitars became popular)

### Withdrawal

People no longer buy enough of the product for the company to make a profit. It is removed from the market. A new or improved product may take its place for performing the same or similar task and begin its own life cycle.

## Michigan, My Michigan

Sung to the tune of *O Tannenbaum, O Tannenbaum (O Christmas Tree, O Christmas Tree)*\*

Michigan, My Michigan — 1862

Winifred Lee Brent (Mrs. Henry F. Lyster)

Home of my heart, I sing of thee!  
Michigan, My Michigan,  
Thy lake-bound shores I long to see,  
Michigan, my Michigan.  
From Saginaw's tall whispering pines  
To Lake Superior's farthest mines,  
Fair in the light of memory shines  
Michigan, my Michigan.

Thou gav'st thy sons without a sigh,  
Michigan, my Michigan,  
And sent thy bravest forth to die,  
Michigan, my Michigan.  
Beneath a hostile southern sky  
They bore thy banner proud and high,  
Ready to fight but *never* fly,  
Michigan, my Michigan.

From Yorktown on to Richmond's wall,  
Michigan, my Michigan,  
They bravely fight, as bravely fall,  
Michigan, my Michigan.  
To Williamsburgh we point with pride—  
Our *Fifth* and *Second*, side by side,  
There stemmed and stayed the battle's  
tide,  
Michigan, my Michigan.

When worn with watching traitor foes,  
Michigan, my Michigan,  
The welcome night brought sweet  
repose,  
Michigan, my Michigan.  
The soldier, weary from the fight,  
Sleeps sound, nor fears the rebels' might,  
For "Michigan's on guard tonight!"  
Michigan, my Michigan.

Afar on Shiloh's fatal plain,  
Michigan, my Michigan,  
Again behold thy heroes slain,  
Michigan, my Michigan.  
"Their strong arms crumble in the dust,  
And their bright swords have gathered  
rust;  
Their memory is our sacred trust,"  
Michigan, my Michigan.

And often in the coming years,  
Michigan, my Michigan,  
Some widowed mother 'll dry her tears,  
Michigan, my Michigan,  
And turning with a thrill of pride,  
Say to the children at her side,  
At *Antietam* your father died,  
For Michigan, *our* Michigan.

With General Grant's victorious name,  
Michigan, my Michigan,  
Thy sons still onward march to fame,  
Michigan, my Michigan.  
And foremost in the fight we see,  
Where e'er the bravest dare to be,  
The sabres of thy cavalry,  
Michigan, my Michigan.

Dark rolled the Rappahannock's flood,  
Michigan, my Michigan,  
The tide was crimsoned with thy blood,  
Michigan, my Michigan.  
Although for us the clay was lost,  
Still it shall be our broadest boast:  
At Fredericksburg our *Seventh* crossed!  
Michigan, my Michigan.

And when the happy time shall come,  
Michigan, my Michigan,  
That brings thy war-worn heroes home,  
Michigan, my Michigan,  
What welcome from their own proud  
shore,  
What honors at their feet we'll pour,  
What tears for those who'll come no  
more,  
Michigan, my Michigan.

A grateful country claims them now,  
Michigan, my Michigan,  
And deathless laurel binds each brow,  
Michigan, my Michigan;  
And history the tale will tell,  
Of how they fought and how they fell,  
For that dear land they loved so well,  
Michigan, my Michigan.

Michigan, My Michigan — 1902  
Douglas Malloch

A song to thee, fair State of mine,  
Michigan, my Michigan.  
But greater song than this is thine,  
Michigan, my Michigan.  
The thunder of the inland sea,  
The whisper of the towering tree,  
United in one grand symphony  
Michigan, my Michigan.

I sing a song of all the best—  
Michigan, my Michigan.  
I sing a State with riches blessed—  
Michigan, my Michigan.  
Thy mines unmask a hidden store,  
But richer thy historic lore,  
More great the love thy builders bore,  
Michigan, my Michigan.

Glow fair the bosom of thy lakes,  
Michigan, my Michigan.  
What melody each river makes,  
Michigan, my Michigan.  
As to thy lakes thy rivers tend,  
Thy exiled ones still to thee send  
Devotion that shall never end,  
Michigan, my Michigan.

Rich in the wealth that makes a State,  
Michigan, my Michigan.  
Great in the things that make men great,  
Michigan, my Michigan.  
Eager the voice that sounds thy claim,  
Under the golden roll of Fame,  
Willing the hand that writes the name,  
"Michigan, my Michigan."

\* The Malloch lyrics have also been set to music by W. Otto Meissner with a slightly different melody.

## A Time Line of Selected Musical Instruments

May be used with Activity Three: Products Have Life Cycles

1600-1700	Spanish settlers bring the guitar to North America.
1700-1800	The banjo comes to North America with African slaves.
1840s	Minstrel shows make the banjo a popular instrument.
1880s	Portuguese immigrants to Hawaii invent the ukulele.
1894	Orville Gibson founds his instrument-making company in Kalamazoo.
1890-1925	Mandolin orchestras are popular.
1920s	Ukuleles become popular on the mainland United States as more people enjoy Hawaiian and flapper-style music.
1930s-1940s	Movies featuring singing cowboys increase interest in guitars.
1930s	Guitars become a lead instrument as electric (amplified) guitars are invented and improved.
1940s	Radio entertainers and the popularity of bluegrass and country music make the banjo popular again.
1948-1950s	Leo Fender introduces the “Broadcaster” (later called “Telecaster”), “Precision Bass” and “Stratocaster” guitars.
1960s	Rock and roll, jazz and folk music increase interest in guitars.

### Selected Web Sites for Further Topic Exploration:

The 100 Most Important American Musical Works of the 20<sup>th</sup> Century, National Public Radio (NPR)  
<http://www.npr.org/programs/specials/vote/list100.html>

American Roots Music, PBS. Click on “Instruments & Innovations.”  
<http://www.pbs.org/americanrootsmusic>

Encyclopedia Smithsonian: Musical History  
<http://www.si.edu/resource/faq/nmah/music.htm>

Gibson Company. Click on “Exchange” and go to “Archives” for Gibson history.  
<http://www.gibson.com>

Heritage Guitar Inc., Kalamazoo, MI  
<http://www.heritageguitar.com/>

Instrument Encyclopedia, University of Michigan  
<http://www.si.umich.edu/chico/instrument/>

Motown  
<http://www.motown.com>